

# THE I.P.A.

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## EDITORIAL . . . .

**T**HIS number of "Review" completes the second year of its publication.

We believe that "Review" has now passed beyond the stage of experimentation and has become an established part of the machinery which goes to form and shape public opinion in Australia. In view both of its nature and source, it is fair to claim that the contribution which "Review" makes to this process is distinctive and individual. This contribution is, in brief, to use the results of painstaking, objective, academic research for an intensely practical purpose: to throw some new light on the political, economic and social problems of the nation; to stimulate thinking; to influence political and industrial policy; and to combat false propaganda by presenting in unbiased fashion the basic facts and verities of our economic life.

In the two-year period of publication of "Review," about 50 articles, practically all of them of considerable length and most involving careful and prolonged factual research, have appeared. The impact which "Review" has made on public thinking, as shown by the letters we have received,



many from the most influential quarters of the land, and by the gratifying amount of space given to its articles in leading daily newspapers, testifies to the value of the work which the Institute is doing. If these results can be achieved with a small staff, and a comparatively insignificant expenditure of money, one is led to conjecture what would be possible if finance and other conditions were such as to make feasible an expansion and intensification of this type of work.

The distribution of "Review" now approaches 20,000 copies per issue. We are repeatedly asked whether this distribution is as effective as it might be, or whether it is not, in a sense, only "preaching to the converted." There are broadly two ways in which you can aim to mould public opinion. Either you address your message to the entire community; in that case your material has to be written down to the level of understanding of the least-educated and has to be distributed far and wide to the public at large — an extremely difficult and expensive task. Or, you can address your material to those sections comprising most of the leaders of thought, the kind of people whose thinking forms and influences the opinions of great numbers of other people. This is the policy we are following and it is by far the most practicable and effective. We have little doubt that it would be almost impossible to better the present pattern of distribution of "Review."

It is worth noting, too, that part of the matter that appears in "Review" is brought to the attention of a much wider circle of readers, than could be covered directly by "Review," through re-publication in the daily press and periodicals.

While the articles published in "Review" have embraced a wide variety of topics, through all there have run a consistent theme and policy. This policy is to advance the cause of free business enterprise and conversely to oppose the spread of socialism as being inimical to the best interests of the Australian people.

Our approach to this problem is inspired by one basic conviction—that if free enterprise is to survive in the democratic communities it can do so only by eradicating its weaknesses, by correcting its faults, by "playing the game" by its consumers and employees, by contributing in a responsible manner to the solution of national problems, by endeavouring in every way to serve the public interest. Unless the leaders of private enterprise are animated by this spirit, all the propaganda and all the politics in the world would be futile. What good purpose would reams of propaganda serve, if large sections of business were making exorbitant profits? What ultimate hope would there be for a non-socialist political party unless employers work conscientiously and unremittingly to improve their relationships with their employees?

That is why the Institute has placed such repeated emphasis on the need for private business to explore every conceivable avenue for improving industrial relationships, and for building a real sense of partnership in industry. Such a goal cannot be won in a day, but it can be achieved, and will be achieved, if there is sufficient determination and goodwill among the leaders of industry and labour. We believe there is.

Free enterprise has much of which it can be proud. Properly modified and inspired by a great purpose and a sense of national responsibility, it can "deliver the goods" in a way that no other system can. We have no fears which way, in the final judgment, the Australian people will cast its choice, so long as this spirit and this responsibility prevail.



Chairman, Editorial Committee.